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Attorney Docket No.: 80398.P602

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Rafey, et al.

Application No.: 09/768,951

Filed: January 23, 2001

For: System and Method For Enabling  
Anonymous Personalization

) Examiner: Manning, John  
)  
) Art Unit: 2614  
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)  
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)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

CHANGE OF CORRESPONDENCE ADDRESS,  
POWER OF ATTORNEY, AND REVOCATION OF PREVIOUS POWERS

Please direct all future correspondence regarding the above-referenced patent application to Sheryl Sue Holloway, Reg. No. 37,850, Blakely, Sokoloff, Taylor, & Zafman LLP, 12400 Wilshire Boulevard, Seventh Floor, Los Angeles, California 90025, and direct all telephone calls to the same at (408) 720-8300.

Sony Corporation

(Name of Assignee)

("assignee"), a company organized under the laws of Japan, having a place of business at 7-35 Kitashinagawa 6 Chome, Shinagawa-Ku, Tokyo, Japan, and  
(Address)

Sony Electronics Inc.

(Name of Assignee)

("assignee"), a company organized under the laws of Delaware, having a place of business at 1 Sony Drive Park Ridge, NJ 07656, and  
(Address)

hereby states that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the above-referenced patent application and

represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee. Upon information and belief, the assignment documents that evidence the placement of title in the assignee were recorded in the U.S. Patent and Trademark Office.

Pursuant to 37 C.F.R. §§ 1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners associated with Customer Number 08791 as the assignee's respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

Pursuant to 37 C.F.R. § 3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Assignee of Interest: Sony Corporation and

Sony Electronics Inc.

(Type or Print)

Dated: Aug. 17, 2005

By: 

Name: Harold Fujii

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Title: Vice President of Intellectual Property

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Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: Aug. 17, 2005

By: 

Name: Sheryl Sue Holloway

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